OVERVIEW
The Strategic Budget and Planning Committee is pleased to announce the availability of funds to once again support the Strategic Initiatives Program. The purpose of the Strategic Initiatives Program is to fund, on a one time basis, high priority projects for which alternative sources of support do not exist. Projects will be funded up to $50,000. Funding will supplement, not supplant, other University of Wisconsin-Whitewater or University of Wisconsin System initiatives and/or programs. The Strategic Plan and 2012-2014 Strategic Plan Goals serve as the guiding principles for Strategic Initiative funding. Competitive pre-proposals will address one of more of the goals as outlined in the Complete Request for Pre-Proposals.

PRE-PROPOSAL FORMAT
Interested faculty and staff are invited to submit a pre-proposal for initial consideration. Applicants should use a font no smaller than 11 point and limit the pre-proposal text to no more than two single-spaced pages using the Pre-Proposal Form (see attached). The pre-proposal must address the sections listed below. Considering the maximum length of two pages, each section will be necessarily brief. No appendices may be included.

Pre-Proposal Narrative (sections of the Pre-Proposal Form)

1. Project Information.
2. Project Description. Briefly describe the project, objectives, and key personnel. Applicants also should provide information on how the proposed project connects to existing programs, resources, and/or initiatives.
3. Project Impact. Briefly provide a preliminary estimate of what and how many individuals will benefit from the initiative. Applicants must describe how the project is aligned with the guiding principles of the Strategic Initiatives Program.
4. Project Costs. Identify the categories to be included in the budget with preliminary cost estimates. Explain how institutional resources can be leveraged and how the project might be sustained.

A select number of pre-proposal applicants will be invited to submit full proposal applications. Complete instructions for developing the full proposal will be sent via email.

DEADLINES AND APPLICATION SUBMISSION INSTRUCTIONS

<table>
<thead>
<tr>
<th>PROCEDURES</th>
<th>DEADLINES</th>
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<tbody>
<tr>
<td>Strategic Initiatives Pre-Proposal RFP released / posted to ORSP website</td>
<td>November 24, 2014</td>
</tr>
<tr>
<td>Complete pre-proposals are submitted to Deans / Division Directors for review and signature</td>
<td>January 14, 2015</td>
</tr>
<tr>
<td>Complete pre-proposals are submitted by Deans / Division Directors to ORSP</td>
<td>noon January 21, 2015</td>
</tr>
</tbody>
</table>

Pre-proposals must be submitted to the Office of Research and Sponsored Programs by the Deans / Division Directors. Pre-proposals should be developed in consultation with the Department Chairs / Unit Directors in advance of the deadline to allow adequate time for review and distribution to the Deans / Division Directors.
Pre-proposals submitted to the Office of Research and Sponsored Programs will be reviewed, and applicants will be notified if they will be invited to submit a full proposal in February 2015.

Pre-proposals must be submitted in hard copy format to Laurie Taylor, Director of Research and Sponsored Programs (taylorl@uww.edu, x5289).

ELIGIBILITY AND CONDITIONS

In order to be eligible for a Strategic Initiatives award, applicants must submit a pre-proposal and represent a department, unit, sub-department, College, division, committee, or organization.

Applications will be considered only if:

- The applicant meets all eligibility requirements and conditions. In order to be eligible, faculty and staff must possess a FTE of 0.5 or greater at the time of submission, during the grant period, and for one year following the award.
- The applicant has complied with all requirements of previous UW-Whitewater grants/awards.
- The pre-proposal is complete. Incomplete Pre-Proposal Forms will be disqualified and returned to the applicant without review.
- Expenditures for the proposed project will be incurred prior to June 30, 2016. No additional project/budget extensions will be granted.
- The applicant proposes a project that is not currently fully funded by other campus, UW System, and/or external funding programs.

EXPENSE CATEGORIES

Applicants may request funding to support the following expenses:

- Modest overload or stipends;
- Summer initiatives, programming, and/or activities;
- Services and supplies;
- Hourly student help and/or LTE staff;
- Capital equipment purchases; and/or
- Travel

Applicants may NOT request funding for:

- Salaries (except in the case where a staff person normally funded on a GPR fund is moving to a grant fund and a temporary replacement is filling the vacant GPR position);
- Curriculum development stipends;
- Graduate assistantships; or
- Activities more appropriately funded by college/departmental resources or other grant programs (University of Wisconsin-Whitewater, UW System, or extramural funds).

Requests for faculty/staff salaries or replacement costs are discouraged and may not be favorably reviewed.

Applicants may request up to $50,000 for Strategic Initiatives. It is important to note that these Initiatives are not “grants.” Funds provided under this program are handled as one-time budget transfers to a department, unit, sub-department, College, and/or division, which will serve as the fund manager. It is expected that applicants will work closely with the fund manager to expend funds in accordance with the stated goals and objectives of the proposal and approved budget.

SELECTION AND EVALUATION CRITERIA

A subcommittee recommended by the Chancellor evaluates pre-proposals to the Strategic Initiative Programs using the review/selection criteria included in this “Request for Proposals.” Applications are highly recommended, recommended, or not recommended. The Chancellor will select applicants invited to submit full proposals. Applicants receive summaries of the review committee’s feedback and suggestions.
Pre-proposals will be evaluated using the criteria included on page 3 using the following scale:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Inadequate</td>
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<tr>
<td></td>
<td>Poor</td>
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<tr>
<td></td>
<td>Average</td>
</tr>
<tr>
<td>10</td>
<td>Excellent</td>
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Reviewers will use the following principles to select applicants to invite to submit full proposals (in order of importance).

1. Proposed projects must be shown to be consistent with the University’s Values and Mission, Strategic Plan, 2012-2014 Strategic Plan Goals, and/or special priorities (LEAP and Diversity / Inclusive Excellence). When the initiative is specific to an operating unit of the University, the initiative must be shown to be consistent with the Division’s / Unit’s values, mission, and/or strategic plan, if applicable. Congruence with existing goals is a plus.
2. Initiatives must have stated outcomes, including timelines, and offer practical means and responsibility for assessing and reporting those outcomes.
3. The overall impact and cost of the initiative will be considered when selecting Strategic Initiatives.
4. The activity supported by the funds must be sustainable.
5. Initiatives that leverage University resources will be regarded more favorably.
6. Initiatives that increase the University’s visibility will be regarded more favorably.
7. Initiatives will receive funding on a one-time-only basis.

### PRE-PROPOSAL REVIEW/SELECTION CRITERIA/RUBRIC

<table>
<thead>
<tr>
<th>Scale/Criteria</th>
<th>1 (Inadequate)</th>
<th>5 (Average)</th>
<th>10 (Excellent)</th>
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<tbody>
<tr>
<td><strong>PROJECT DESCRIPTION, OBJECTIVES, TIMELINE, AND KEY PERSONNEL</strong></td>
<td>Discussion of how project goals and objectives will be achieved is not included. Discussion of connection between proposed project and UW-W Strategic Plan/Planning Goals is not included or is unclear. No project timetable is provided. Unable to ascertain project feasibility. Key project personnel are not described.</td>
<td>The discussion of project goals and objectives is incomplete. There is little explanation of how project objectives will be achieved. Discussion of connection between proposed project and UW-W Strategic Plan/Planning Goals is limited. A partial description of scheduled activities is provided. Project feasibility is uncertain. Personnel roles and responsibilities are not adequately described.</td>
<td>The project goals and objectives are clearly described. How project objectives will be achieved is clearly explained. Discussion of connection between proposed project and UW-W Strategic Plan/Planning Goals is clear and compelling. Personnel roles and responsibilities are adequately described. A clear and concise project timetable is provided. The schedule of activities is logical and feasible in relation to project goals, objectives, and budget.</td>
</tr>
<tr>
<td><strong>PROJECT IMPACT</strong></td>
<td>Impact is not clearly described. Key constituencies and beneficiaries are not identified. It is not clear how the University, College, program, and/or Department will benefit. Significance of project not stated or unclear. The project does not seem sustainable. Outcomes will not increase the University’s visibility.</td>
<td>Impact is short-term or limited to a small set of beneficiaries. University, College, program, and/or Department will realize only modest benefits. The project has limited significance, and is only partially sustainable. The outcomes will only provide limited visibility for the University.</td>
<td>Information regarding the impact on beneficiaries is provided, with broad, long-term benefits for a wide array of constituencies expected. The University, College, program, and/or Department will benefit significantly. The connection to the Strategic Plan/Planning goals is clear. The project seems highly sustainable. The outcomes will bring widespread visibility to the University.</td>
</tr>
<tr>
<td><strong>PROJECT COSTS</strong></td>
<td>Key expenses are neither described nor justified. The method(s) for arriving at proposed expense categories/amounts is not provided. No additional funds or institutional resources have been leveraged for the project.</td>
<td>Some key expenses are described and justified. The method(s) for arriving at budgeted expenses is provided but not entirely clear. Costs are relatively high compared to the anticipated impact. Limited funds or institutional resources have been leveraged for the project.</td>
<td>Key expenses are described and justified. The method(s) for arriving at budgeted expenses is clearly explained. Budget is directly connected to project description and timetable. Cost is relatively low compared to the anticipated impact. Other funding/institutional resources have been leveraged for the project.</td>
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PROGRAM PURPOSE AND GUIDING PRINCIPLES—STRATEGIC INITIATIVES

The purpose of the University of Wisconsin-Whitewater Strategic Initiatives Program is to fund, on a one time basis, high priority projects for which alternative sources of support do not exist. Generally, projects will be funded for amounts between $5,000 and $50,000. Funding will supplement, not supplant, other University of Wisconsin-Whitewater or University of Wisconsin System initiatives and/or programs.

The UW-Whitewater Strategic Plan and 2012-2014 Strategic Plan Goals serve as the guiding principles for Strategic Initiative funding. Competitive pre-proposals will address one of more of these goals.

ACKNOWLEDGEMENT OF SUPPORT

Faculty and staff that receive an award are expected to acknowledge funding from the University of Wisconsin-Whitewater using the following text: “This publication was supported by an award from the University of Wisconsin-Whitewater. All views expressed in this publication are those of the author(s).”
Strategic Initiatives Pre-Proposal Deadline—to Deans: January 14, 2015
Strategic Initiatives Pre-Proposal Deadline—to ORSP: January 21 2015

## PROJECT INFORMATION

<table>
<thead>
<tr>
<th>Project Title:</th>
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<th>Email: @uw.edu</th>
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<tbody>
<tr>
<td>Director:</td>
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<tr>
<td>Director's Title:</td>
<td>Campus Phone:</td>
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<tr>
<td>Department:</td>
<td>College/Division:</td>
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</table>

Complete each section listed below using a font no smaller than 11 point. The pre-proposal form is limited to no more than two pages. Each section will be necessarily brief. You may not include appendices

### PROJECT DESCRIPTION

Briefly describe the project, goals and objectives, timeline, and key personnel. Describe how the project connects to the Strategic Initiative’s Guiding Principles.
PROJECT IMPACT

Briefly describe the anticipated project impact and give a preliminary estimate of how many individuals will benefit. Also describe the project’s sustainability after the award ends.

PROJECT COSTS

Identify the budget categories to be included in the budget with preliminary cost estimates and how these estimates were calculated. Explain how institutional resources can be leveraged.